

Curriculum

Have you ever thought about setting up and running your own business? Do you want to manage a business or work for a large corporation? Are you interested in the business news and how government decisions and policies impact our everyday life?

GCSE Business Studies teaches all aspects of business, from how the world of business works to what has an impact on how businesses perform. As part of the course, you will learn about business planning, finance, marketing, human resources, operations and economics. You will also develop your analysis and evaluation skills and discover some of the methods and techniques used to analyse an organisation's performance.

	What pupils will learn	How it builds on learning
Year 10	<p>Term 1: the first topic will focus on business in the real world. This will include learning about the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p>Students will be aware of the impact real world business has on the four functional areas of business: business operations, human resources, marketing, and finance.</p> <p>Key topics taught:</p> <ol style="list-style-type: none"> 1.1 Purpose and nature of business 1.2 Business ownership 1.3 Setting aims and objectives 1.4 Stakeholders 1.5 Business location 1.6 Business planning 1.7 Expanding a business 	<p>This topic will build on prior learning from PSHE and careers education. New ideas and content will also be introduced, focusing on business in the real world.</p> <p>Students will learn about how business context influences what is right for a business.</p> <p>Basic business calculations such as revenue, costs, and profit will be introduced. Students will also calculate percentages and percentage changes. These skills will develop on prior learning from mathematics</p>
	<p>Term 2: the second topic will focus on influences on business. This will include learning about the importance of external influences on business and how businesses change in response to these influences.</p> <p>Students need to be aware of the impact of these influences on the four functional areas of business: business operations, human resources, marketing, and finance.</p> <p>Key topics taught:</p> <ol style="list-style-type: none"> 2.1 Influences on business technology 2.2 Ethical and environmental considerations 2.3 The economic climate on businesses 2.4 Globalisation 	<p>Students will build on learning from the first topic. They will explore how businesses can be influenced by the external environment and how this impact varies depend on the purpose, nature, and type of business.</p> <p>Functional areas knowledge will also be built upon, with the students developing their understanding of these areas within a business and how they are influenced.</p>

	<p>2.5 Legislation 2.6 Competitive environment</p> <p>Term 3: the third topic will focus on human resources. This will include the purpose of human resources, its role within business, and how it influences business activity.</p> <p>Skills developed include interpretation of HR data using business case studies, with written analysis and evaluation.</p> <p>Key topics taught: 4.1 Organisational structures 4.2 Recruitment and selection of employees 4.3 Motivating employees 4.4 Training</p>	
	<p>What pupils will learn</p>	<p>How it builds on learning</p>
Year 11	<p>The first topic in Year 11 will focus on business operations. This will include learning about what business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.</p> <p>Key topics taught: 3.1 Production processes 3.2 The role of procurement 3.3 The concept of quality 3.4 Good customer services</p>	<p>Students will continue to make links with the interdependent nature of business. This will include how business operations are linked to the other functional areas as well as the external influences that can impact on a business.</p> <p>Links with the units taught in Year 10 will also be made especially when looking at answering exam style questions in context.</p> <p>Analysis and evaluation skills will continue to be developed.</p>
	<p>The second topic in Year 11 will focus on marketing. This will include understanding the purpose of marketing, its role within business and how it influences business activity. Skills include interpretation of marketing data, including primary market research, secondary market research, analysing and evaluating a business's marketing strategy.</p> <p>Key topics taught: 5.1 Identifying and understanding customers 5.2 Segmentation 5.3 The purpose and methods of market research 5.4 The marketing mix</p>	<p>Links will be made with prior learning to enable students to understand the interdependent nature of business. For example, how the marketing strategy adopted by a business will be influenced by the nature of the business, its size, as well as its aims and objectives.</p>
	<p>The final topic will focus on finance. This will include understanding and explaining the purpose of the finance function, its role within business and how it influences business activity.</p>	<p>Basic business calculations were taught as part of the business in the real world topic in Year 10. This topic will deepen knowledge and understanding of business finance.</p>

	<p>Students will also learn how to interpret and analyse financial forecasts and statements such as break-even analysis, cash flow forecasts, income statements and statements of financial position.</p> <p>Key topics taught:</p> <p>6.1 Sources of finance</p> <p>6.2 Cash flow</p> <p>6.3 Financial terms and calculations</p> <p>6.4 Analysing the financial performance of a business</p>	<p>Analysis skills that have already been taught will enable students to interpret the financial performance of a given business.</p>
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Assessment

Progress will be continuously assessed over the year via end of topic tests. Each test will be a mixture of multiple choice, explain, analyse, and recommend questions. Some of the questions will require students to respond in relation to a case study. The test format will help students to become familiar with the external assessment paper.

There will also be two practice exam papers during Year 11, which will take place in November and February.

The final external assessment is via two 90-minute exam papers at the end of Year 11. Each paper is worth 50% of the final GCSE Business grade:

Paper 1: Influences of operations and HR on business activity

Paper 2: Influences of marketing and finance on business activity.

The format of both papers is as follows:

Section A has multiple choice questions and short answer questions worth 20 marks.

Section B has one case study/data response stimuli with questions worth approximately 34 marks.

Section C has one case study/data response stimuli with questions worth approximately 36 marks.

Supporting your child

What you can do at home:

You can support your child at home by encouraging them to take an interest in and understand relevant current affairs as well as the business and economic news. Encouraging your child to read business and economy related articles on apps such as BBC news will help to support and develop their understanding of the various topics taught in lessons.

Equipment:

As well as the standard school equipment students will need to bring a calculator to their Business Studies lessons and assessments.

Extended learning

Homework policy:

Homework will be set where it is meaningful and appropriate. It will involve researching lesson topics with the emphasis on real-world and current affairs. It will increasingly involve writing skills and essay planning in preparation for the exams.

Clubs/ Enrichment opportunities:

In Year 11, after-school revision sessions will run in the lead up to internal mock exams and in the lead up to the final GCSE exams. These will be tailored according to the needs of the year group.

Extended study suggestions and reading lists:

The following books are recommended and available to purchase through the school or via well-known retailers:

CGP GCSE Business AQA Revision Guide

CGP GCSE Business AQA Exam Practice Workbook

Possible trips and visits:

There are currently no trips of educational visits planned for the GCSE Business Studies course.